

Background & History

- November 2015- Waterfront Commission creates a [Governance Subcommittee](#) to study and build upon BAE Study provided to City
- May 2016- Governance Subcommittee delivers recommendation for Community/Business Improvement District
- October 2015- [MGM Readiness Task Force](#) created to generate recommendations for FY2017 budget
- March 2016- Task Force presents findings to City Council, advancing 5 for budget funding and recommending 14 for further study; formation of a BID is one of those 14
- April 2016- Old Town business & property owners approach City Council and ask for \$25,000 in funding through Add/Delete process to assist an [Old Town BID Exploratory Committee](#) in FY2017

Governance Recommendation

The Governance Subcommittee members unanimously recommend a Community or Business Improvement District

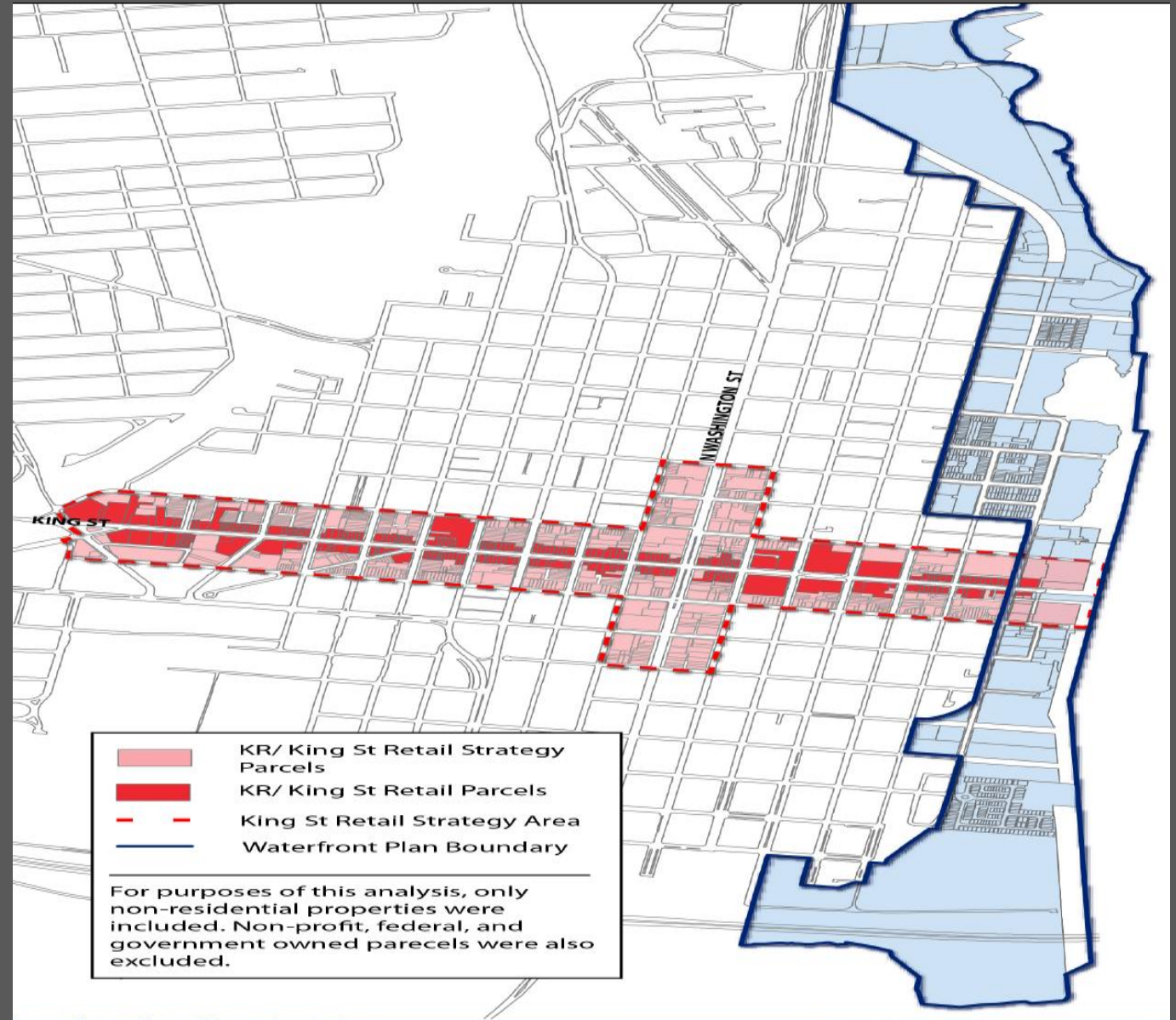


Convening a Task Force

- **Modeled on 2007 National Harbor Task Force**
- **20 local leaders: City staff, economic development, business leaders and citizens**
- **Goals:**
 1. Communicate MGM scope to Alexandria community
 2. Develop productive working relationship with MGM leadership
 3. Identify collaboration opportunities that support Alexandria residents and businesses
 4. Identify risks that can be mitigated
 5. Assess our strengths/weaknesses—a catalyst for needed improvements in infrastructure and service
- **29 options considered, 14 recommended, 5 advanced to budget**

Governance Subcommittee Conceptual Boundaries

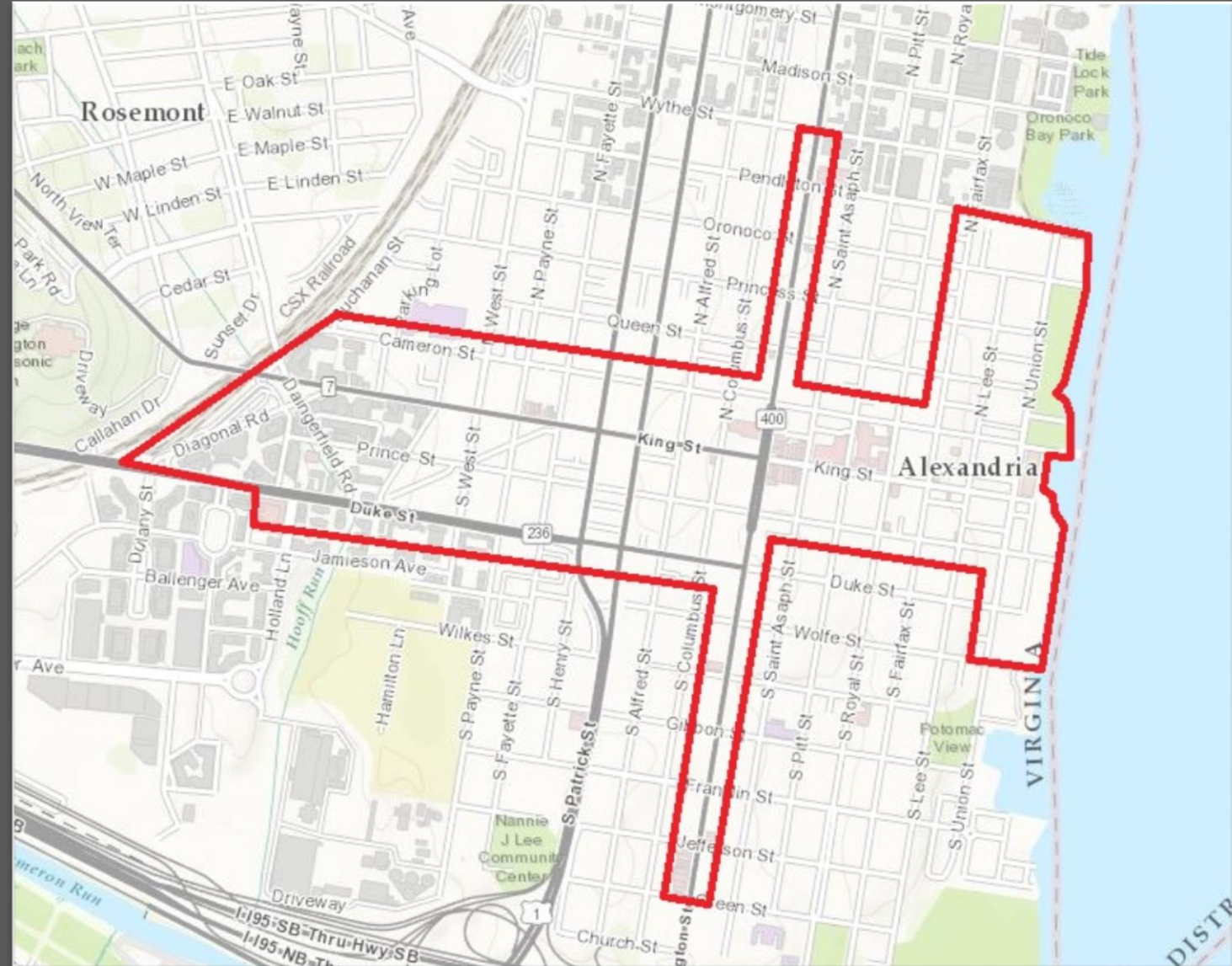
The conceptual boundaries shown as part of the Subcommittee's work were the King Street Retail Strategy and Waterfront Small Area Plan boundaries- depicted in the image to the right.



Proposed Boundaries

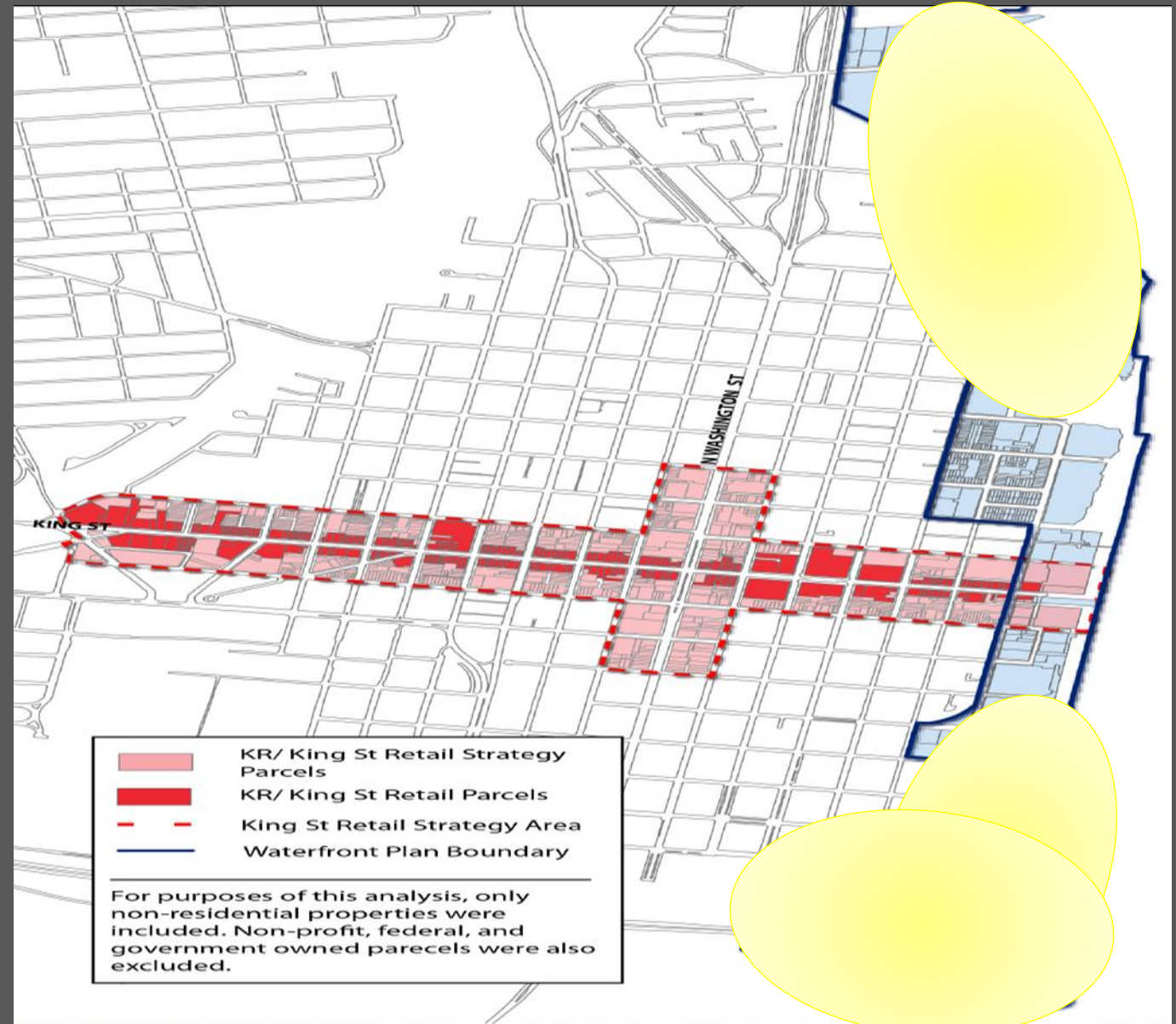
The BID would encompass the following areas of the Old Town business district:

- **East-West:** Waterfront to the King Street Metro Station
- **North-South:** Cameron Street to Duke Street with the exception of extended parts of Washington Street
- **Waterfront:** the BID would include the core areas of the Waterfront from Pendleton Street to Robinson Terminal South ending at Wolfe Street



Areas Not Included in the Boundaries

Residential property owners **WILL NOT** be taxed as part of the Old Town BID.



Why are we here?

A handful of Old Town's current issues:



Our Competition has multiplied, and they have tools!

Business Improvement Districts:

- Ballston
- SW Waterfront
- Capitol Riverfront
- Capitol Hill
- Georgetown
- Crystal City
- Downtown DC

Developments with professional management:

- National Harbor
- Shirlington
- Bethesda Row
- Mosaic District
- Pentagon Row

All of the businesses and property owners in these neighborhoods PAY additional taxes/fees.

Old Town BID Exploratory Committee

The Old Town BID Exploratory Committee is comprised of property and business owners who support the creation of a business improvement district. The BID Exploratory Committee was formed by Old Town business and property owners and used the work of the **MGM Readiness Task Force** and the **Waterfront Governance Subcommittee**, both of which evaluated governance structures for the management of the Alexandria waterfront.

The Exploratory Committee, supports a BID to assume full-time responsibility of making Old Town the best place it can be for businesses and residents to call home.

Exploratory Members:

- Christopher Campagna – Braddock Commercial
- Kelly Ferenc – Bishop Boutique
- Charlotte Hall – Potomac Riverboat Co.
- Matt Hurlburt – Kimpton Hotels
- Cheryl Ahearn – Resident
- AJ Jackson – EYA
- Victoria Vergason – The Hour
- Jody Manor – Bittersweet Catering
- Elizabeth Moon – Focus Data Solutions
- Judy Noritake – Noritake Associates
- Danielle Romanetti – Fibre Space
- David Sullivan – Route 66 Ventures
- Robert J. Test – Union Street Public House

Does the BID structure work?

Georgetown
Before



After



- Georgetown- vacant storefronts, nightlife management & clean-up, event management, block-face beautification
- Ballston- branding and identity, public space management and improvements, event creation, office tenant retention
- Golden Triangle BID- clean and safe, beautification, retail curation, holiday decorations, office tenant recruitment/retention

Golden Triangle
Before



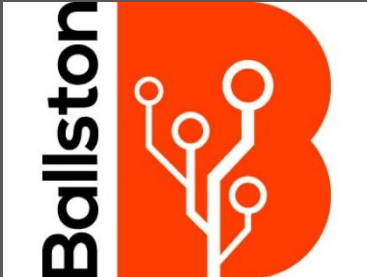
After



Ballston
Before



After



Services

Public Space Management

- The BID will contract to maintain, improve, and beautify public spaces at levels above those provided as a baseline by the City
- A focus on programming and event curation in public spaces to positively impact the businesses and residents of Old Town

Advocacy

- The BID will represent the interests of Old Town to inform policies that affect Old Town
- The BID is a point of contact for disseminating information on new policies or proposals that may affect businesses in the district

Transportation

- The BID will seek creative solutions for transportation and parking issues in the district
- As transportation preferences changes the BID will work with stakeholders within the district to ensure adaptability



Services

Streetscape Improvements

- Updating banners, increased plantings, cleaning up neglected tree wells, supplemental tree lighting, and highlighting the entry and egress points into Old Town
- Eyes on the streets to report maintenance issues the city is responsible for quickly and responsibly

Clean Streets Team

- Staff on the street for trash cleanup and removal, supplementary snow removal, and day to day maintenance of public spaces at a higher level and frequency than the local government is capable
- Staff will work in conjunction with City employees to enhance existing services and target service gaps
- Well trained and professional looking staff maintaining clean and attractive streets is a positive image for anyone entering the district



Services

Branding

- Develop a unified and welcoming brand for Old Town from banners to major entrance points
- Disseminating that brand across the district to businesses and property owners in the district to use within their own marketing material

Marketing

- Highlight our unique value proposition for businesses, residents, employees, and visitors
- Ensuring national brands are contributing equitably to marketing of Old Town
- Data collection and distribution providing insights to local business owners

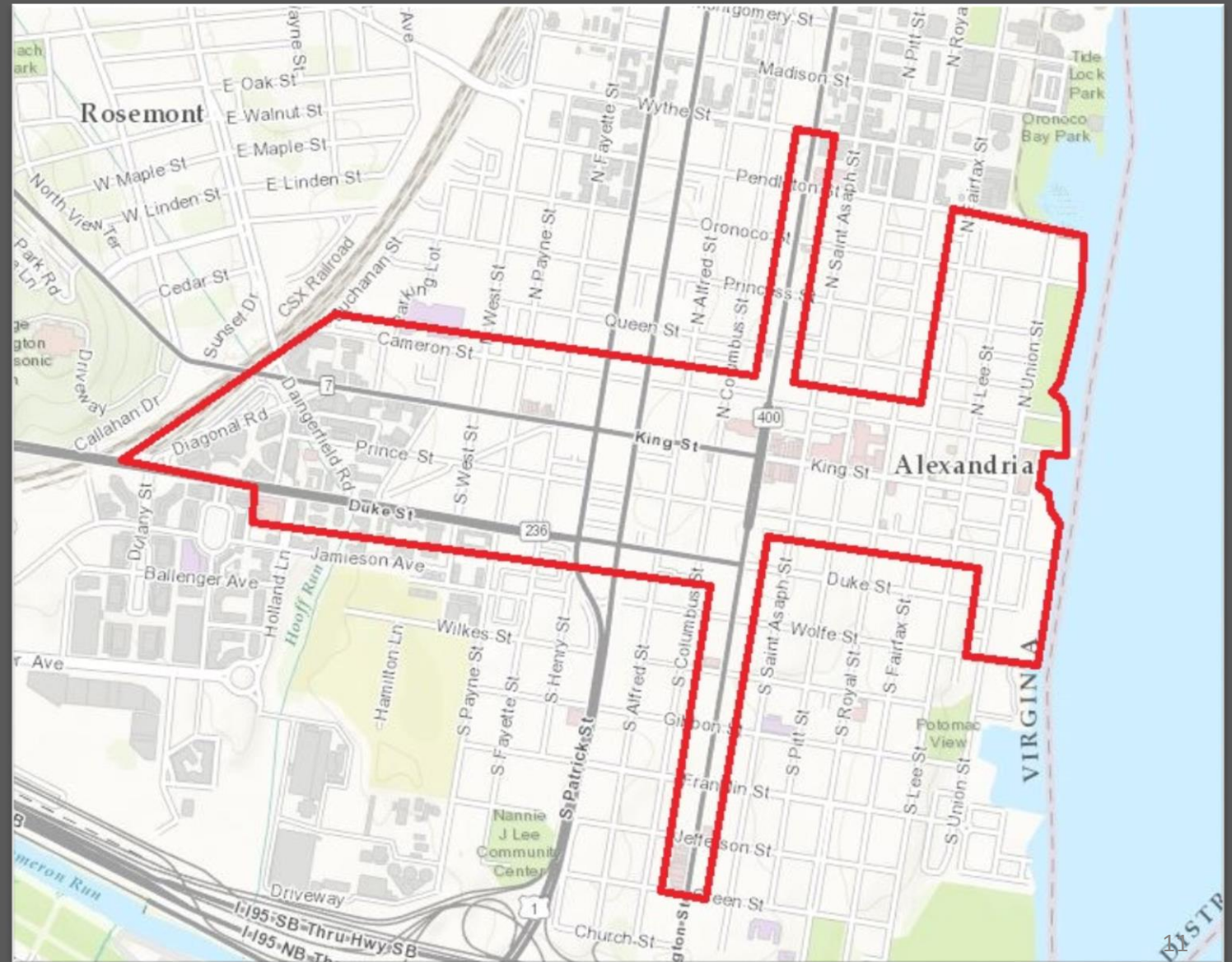
Event Programming

- A professional and coordinated effort to activate public spaces with events that are desired by workers, visitors, and the community
- Coordinating and enhancing existing events with input from community stakeholders



What waterfront properties are included in the boundaries?

- Robinson Terminal North
- Founders Park
- City Marina
- Fitzgerald Square
- Waterfront Park
- Robinson Landing



How is the BID funded?

BIDs are funded with revenue collected through a special real estate tax assessment. Money is collected by the City and transferred to the BID to manage and reinvest in the district.

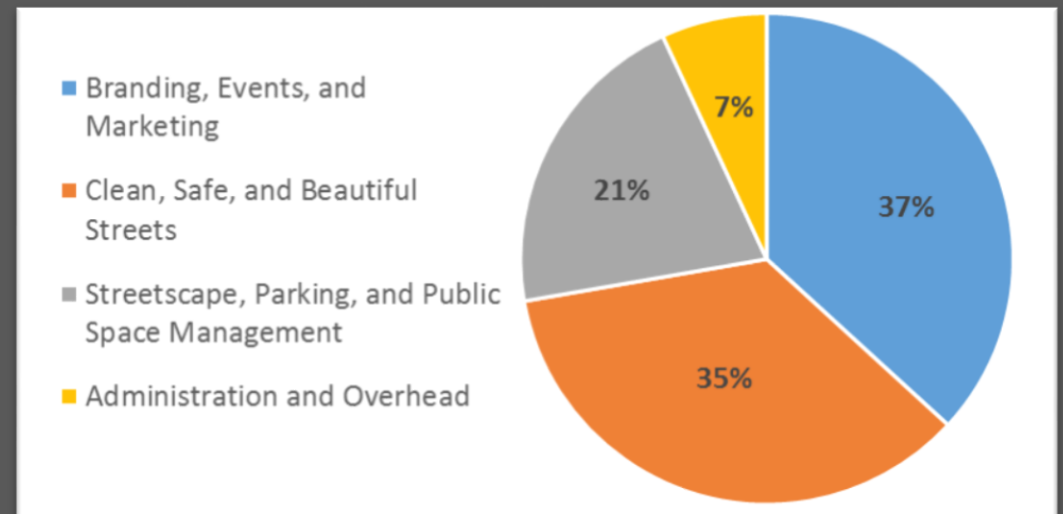
- The proposed assessment rate will be **\$.10 per \$100 of the assessed value** of commercial property within the district.
- This rate would only apply to commercial property.

Residential property owners **WILL NOT** be taxed as part of the Old Town BID.

Revenue Projections:

Total Taxable Property Value	\$2.2 Billion
Revenue from Tax @ \$.10 per \$100 assessed	\$2.2 Million

Budget Overview:



Management and Coordination

BID Management:

- The BID will be organized as a 501 (c)(6) nonprofit corporation with an executive director and staff in order to deliver services
- The organization will be governed by a board comprised of business and property owners from within the district
- The BID will have an initial 5-year term, after which the board and local stakeholders will have an opportunity to renew the BID by ordinance if it is successful

BID/City Coordination:

Once the BID is approved by City Council, the BID will work with the City to establish a Memorandum of Understanding (MOU) to outline the services, programs, and improvements that will be provided by each party.

The MOU will:

- Detail the types and levels of service provided by the City and the BID, to ensure the work conducted by the BID enhances what is already provided by the City
- Provide the framework for coordination and management of events at public spaces

What are the next steps?

